

ELECTRONIC COUPON SYSTEM

ABSTRACT OF THE DISCLOSURE

5 A system for issuing electronic coupons. A master coupon is provided by a service which may be copied by customers and placed into their individual electronic wallets. The coupons may have a variable benefit or value which may be established by a variety of parameters. The parameters include a set time period, certain action by the customer, the purchase of specific items, the purchase of specific dollar values, or external parameters such as the score in a baseball game. The coupons may be transferred or recopied by the customer as desired. The customer may gain additional benefits by recopying the coupons to others.

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